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Message Text

UNCLASSIFIED

PAGE 01 BELGRA 04678 160945Z

14
ACTION EUR-12

INFO OCT-01 EB-07 ISO-00 /020 W
---------- 033942
R 160715Z JUL 76
FM AMEMBASSY BELGRADE
TO SECSTATE WASHDC 7394
INFO VIRGINIA YORIO FOR J.S. WALKER, USYEC
GENERAL ELECTRIC COMPANY
570 LEXINGTON AVE.
NEW YORK NY 10022
TELEX: RCA 234 698
USDOC WASHDC

UNCLAS BELGRADE 4678

DEPT PLEASE PASS COMMERCE

E.O. 11652: N/A
TAGS: BTIO, EFIN, EMIN, YO
SUBJECT: INVESTMENT OPPORTUNITY - ENVIRONMENTAL PROTECTION EQUIPMENT

1. SUMMARY; ACTION REQUESTED: PLEASE INFORM APPROPRIATE US FIRMS THAT ONE OF THE LARGEST YUGOSLAV ENTERPRISES WOULD WELCOME US PARTICIPATION IN A $400 MILLION EXPANSION AND DIVERSIFICATION PROGRAM TO INCLUDE ENVIRONMENTAL PROTECTION EQUIPMENT. PLEASE WITHHOLD NAME OF ENTERPRISE FROM ANY NOTICE PUBLISHED IN COMMERCE PERIODICAL. END SUMMARY.

2. ZAVIDI CRVENA ZASTAVA, KRAGUJEVAC, EMBARKING UPON AMBITIOUS PROGRAM TO EXPAND AND DIVERSIFY PRODUCTION. PRESENTLY ZASTAVA MAKES AUTOMOBILES AND TRUCKS, CARBINES AND HUNTING RUFLES, PISTOLS. UNDER 1976-80 $400 MILLION DEVELOPMENT PROGRAM, ENTERPRISES PLANS, IN ADDITION TO INCREASING ITS PRESENT PRODUCTION OF 165,000 AUTOMOBILES TO 255,000 BY 1980 (AND FROM 7,000 TRUCKS TO 18,700), TO DIVERSIFY INTO NEW FIELDS, PARTICULARLY INTO ENVIRONMENTAL PROTECTION EQUIPMENT. IN FIRMING UP PRODUCTION PROGRAM THE ENTERPRISE WOULD CONSIDER
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PROPOSALS FOR LICENSING, INDUSTRIAL COOPERATION

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(CO-PRODUCTION), OR JOINT VENTURE ARRANGEMENTS FOR:
SEWAGE TREATMENT EQUIPMENT FOR MUNICIPAL FACILITIES
SERVICING 18:,000 TO 300,000 INHABITANTS; WASTE WATER
TREATMENT EQUIPMENT FOR HOTEL AND TOURIST FACILITIES
ACCOMMODATING 300 TO 1,000 PEOPTV; INDUSTRIAL WASTE
WATER TREATMENT EQUIPMENT (E.G. FOR SLAUGHTERHOUSES,
DAI
JES, CHEMICAL AND PAINT FACTORIES; VARIOUS TYPES
OF AIR POLLUTION CONTROL EQUIPMENT.

3. ZASTAVA IS THE FIFTH LARGEST ENTERPRISE IN YUGOSLAVIA
WITH 3)2000 EMPL
NEES, $1-2 BILLIONIZIN SALES IN 1975.
ENTERPRISE'S COMMERCIAL RELATIONS WITH 16 COUNTRIES
INCLKEE JOINT VENTURE WITH FIAT FOR MANUFACTURE
OF AUTOMOBILESAND TRUCKS.

4. INTERESTED US FIRMS MAY WISH TO CONTACT ZASTAVA
DIRECTLY AND SEND INFORMATION AND LITERATURE ON PRODUCTS
WHICH COULD BE THE SUBJECT OF INDUSTRIAL COOPERATION,
TO THE ADDRESS BELOW:

MR. SLOBODAN TOMOVIC, DIRECTOR
BIRO ZA NOVE PROGRAME
ZAVODI CRVENA ZASTAVA
SPANSKIH BORACA 2, PP 151
34001 KRAGUJEVAC, YUGOSLAVIA
TELEX 17128 TEL: (034) 62-140

5. ACTION REQUESTED: PLEASE INFORM US FIRMS OF THIS
OPPORTUNITY. IF NOTICE PUBLISHED, PLEASE WITHHOLD NAME
AND OTHER IDENTIFYING INFORMATION (E.G. PRESENT
PRODUCTION LINE, JOINT VENTURE WITH FIAT). NO OBJECTION,
HOWEVER, TO GIVING COPY THIS MESSAGE TO RELIABLE US
FIRMS.
SILBERMAN

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